



## Graphic Designer

We are seeking a Graphic Designer to join our Creative Services Team at GriffinWink. This individual will work under and collaborate with our Creative Director to implement creative across digital and print media, adhering to client's brand standards. This person will play a key role in concept development and the creative process for collateral, print, digital advertising, and social media campaigns. If you are an enthusiastic, fun, engaging designer who operates effectively in a high-volume, fast-paced environment and wants to learn and grow, the GriffinWink team is the place for you.

### Primary Responsibilities:

- Concept development for campaigns
- Layout design for print collateral
- Design campaigns for print and digital channels
- Create content for social media and email in collaboration with content marketing team
- Coordinate multiple project components including project processes, records, and organizational measures that support the department's workflow processes and collaborates with Traffic Specialist in routing of projects for proof review
- Work alongside web development team to design web page mockups.
- Align project orders and delivery expectations with all departments and teammates by utilizing project management software
- Utilize basic design principles to maintain consistent visual brand across all campaigns and content.
- Periodically work with Accounts Team to perform branding and design consultations to better understand client's brand goals and desired aesthetic.
- Consistently exhibit behavior and communication skills that demonstrate a commitment to superior customer service, including quality, care, and concern with each internal and external customer

### Other duties as assigned

### Required Qualifications:

- Bachelor's degree in graphic design, communication, marketing, or related field
- 6+ years' experience with agency or in-house team, preferably with B2C focus
- Strong portfolio showcasing work across campaigns, print collateral, and a range of digital channels (email, site, mobile apps, display, social media)
- Proficiency in Sketch and Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Expert knowledge of typography, grid systems, color theory and composition
- Experience in digital design with a strong focus on mobile; knowledge of HTML, CSS and Responsive web design
- Experience in illustration and infographic storytelling
- Ability to prioritize workloads and manage multiple projects simultaneously
- Execute design concepts in a quick and efficient manner
- Strong attention to detail
- Highly organized

### Preferred Qualifications:

- Candidates with Experience in ground up Brand Development, including logo design and development of brand usage guidelines will be highly considered.
- Experience in digital design coding including HTML5 is a plus.
- Experience in hand-drafted design, character design, and animation is a plus.
- Experience communicating directly with clients to gain first-hand design direction is a plus.